

PERCH | PROJECT



PLACE FOR TITLE



**PERCH**  
PartnERship to  
Contrast HPV



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## Work Package – name of the document Deliverable, Milestone ...

### Document Information

Authors:	
Contributors:	
Work Package:	
Deliverable:	
Date of publication:	
Dissemination level:	

### Project Information

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Coordinator:	Istituto Superiore di Sanità (Italy)

*Disclaimer:* Project PERCH is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them.

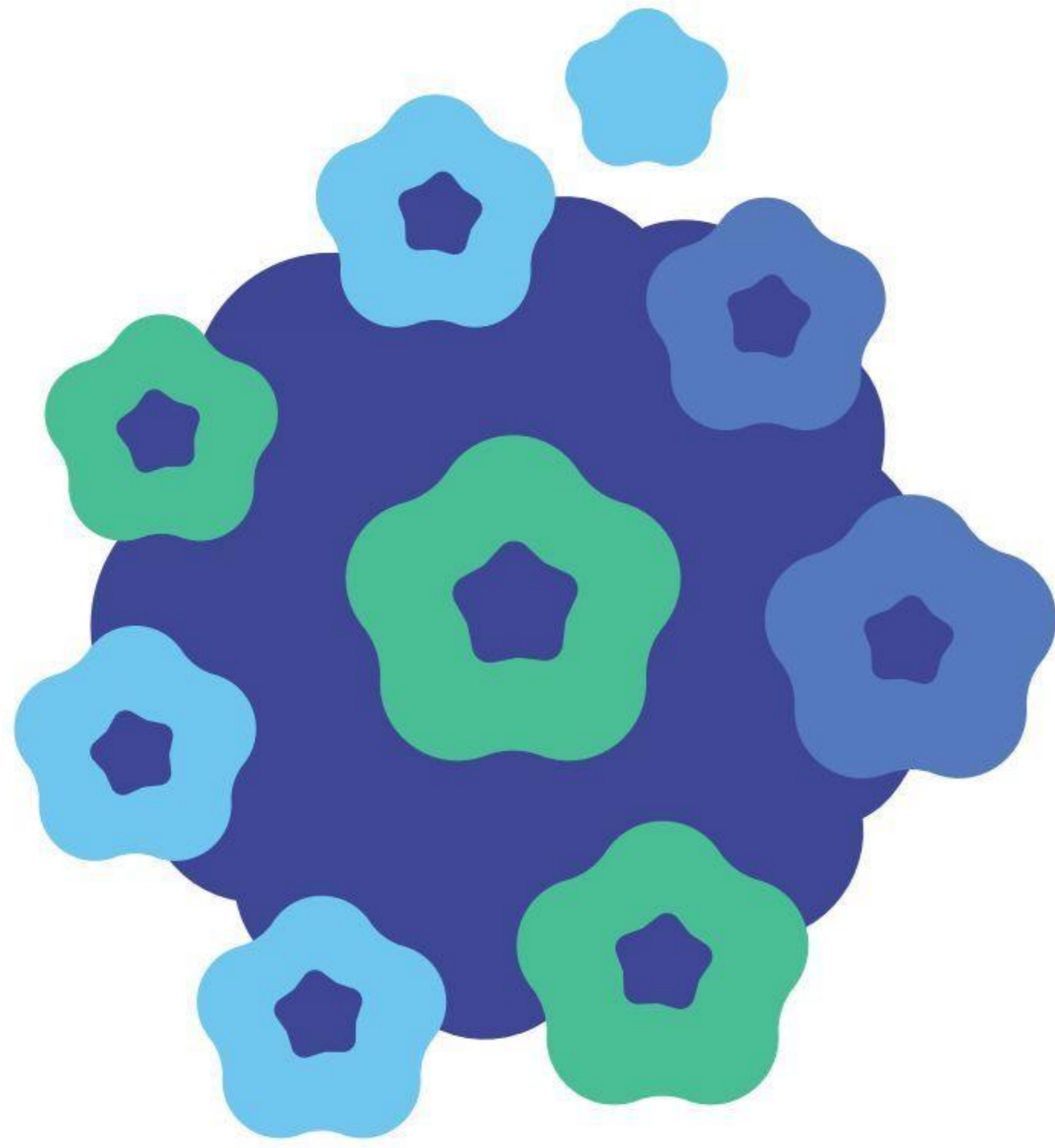


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# PERCH

## PartnERship to Contrast HPV

Kick-off meeting

Brussels, 5. December 2022

### PERCH Joint Action of 18 European countries will:

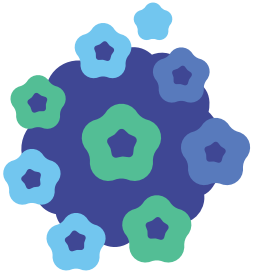
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1. Improve capacities of MSs to plan and implement **HPV vaccination campaigns** by sharing knowledge and experience.
2. Improve **data and monitoring** system on HPV vaccination and HPV screening.
3. Improve **knowledge and awareness** on HPV-related disease and prevention in specific target groups (adolescent girls and boys).
4. Improve knowledge and abilities for healthcare professionals in **HPV vaccine communication**.



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December 2022



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# BRAND GUIDELINES

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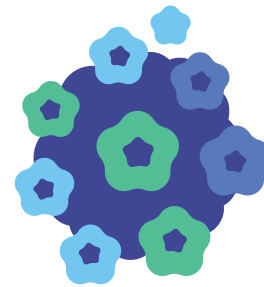
07 Modular Grid

08 Using Photography

09 Visual Communications

10 Newsletter

11 Leaflet



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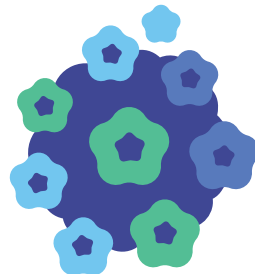
# 01 FULL LOGOTYPE: horizontal and vertical logotype

PERCH LOGOTYPE IS MADE UP OF TWO DISTINCT ELEMENTS: THE SYMBOL REPRESENTING HPV VIRUS AND THE WORDMARK. THOSE TWO ELEMENTS ARE DEVIDED WITH VERTICAL LINE.

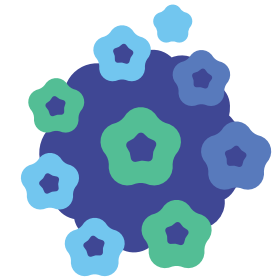
Each iteration of the logotype is a carefully balanced combination of the three elements. The various iterations are mostly interchangeable and can be used in a variety of ways, but should never be altered or changed. **Never change the positioning, sizing, or spacing.**

Use this logotype in any of this two forms for most printed materials and communications materials as well as web and email.

Symbol can be used separately as an icon  
- favicon



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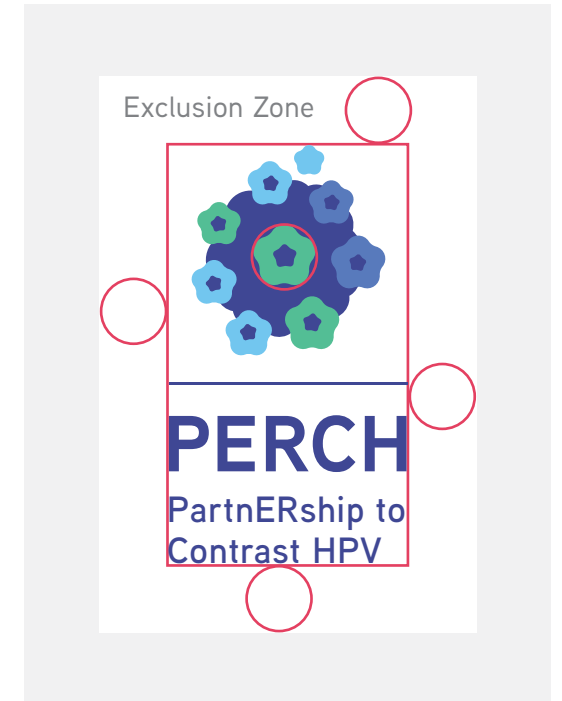
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## 02 EXCLUSION ZONE

TO ENSURE ITS INTEGRITY AND VISIBILITY, THE LOGOTYPE IS TO BE KEPT CLEAR OF COMPETING TEXT, IMAGES AND OTHER MARKS. IT MUST BE SURROUNDED ON ALL SIDES BY AN ADEQUATE CLEAR SPACE – A SPACE EQUAL IN SIZE TO THE SIZE OF A MIDDLE HPV VIRUS ELEMENT INSIDE OF MAGENTA CIRCLE.

The white areas on the right represents the amount of space that must be maintained between the logomark and any other element, including the edge of a page. Clear space minimums are shown with magenta circles.

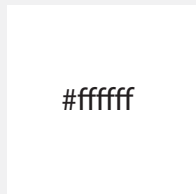




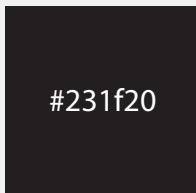
### 03 MONOCHROMATIC LOGOTYPE

THE MONOCHROMATIC LOGO CAN BE USED ON COLORED BASES, OR WHEN THE USE OF THE PRIMARY LOGOTYPE IN COLORS IS NOT POSSIBLE.

Use the flat logo when you have a dark background or printing restrictions preclude using primary logotype.



C:0 R:255  
M:0 G:255  
Y:0 B:255  
K:0

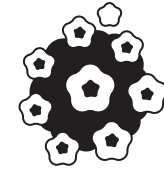


C:0 R:35  
M:0 G:31  
Y:0 B:32  
K:100



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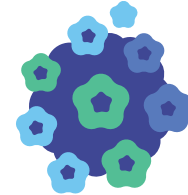
## 04 TYPOGRAPHY

FOR PERCH WORDMARK IS USED AAUX NEXT FONT. AAUX NEXT FONT FAMILY HAS A TOTAL OF 16 DIFFERENT WEIGHTS. AAUX NEXT FONT IS SAN SERIFNESS CLEAN AND GIVES FRESH FEELING.

Supported Languages:  
Afrikaans, Albanian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Hungarian, Icelandic, Italian, Lithuanian, Maltese, Norwegian, Polish, Portuguese, Slovak, Slovenian, English (United States, Computer), Swedish, Turkish, Zulu

# Aaux Next

---



## AAUX NEXT BOLD

Aaux Next SemiBold  
Aaux Next SemiBold

AaBbCcDdEe

AaBbCcDdEe

AaBbCcDdEe

AaBbCcDdEe

# 05 COLOR PALETTE

## PRIMARY COLOR PALETTE

<b>Galaxy Express</b> # 3f4794 C: 85 R: 63 M: 80 G: 71 Y: 0 B: 148 K: 10	<b>Blue Android Base</b> #587abc C: 70 R: 88 M: 50 G: 122 Y: 0 B: 188 K: 0	<b>Blue Mana</b> #72c6ef C: 50 R: 114 M: 5 G: 198 Y: 0 B: 239 K: 0	<b>Expressionism Green</b> #53be95 C: 65 R: 83 M: 0 G: 190 Y: 55 B: 149 K: 0
---	---	---	---

## SECONDARY SUPPORTING COLORS

<b>Astrolabe Reef</b> #2b93d1 C: 75 R: 43 M: 30 G: 147 Y: 0 B: 209 K: 0	<b>Emerald Mermaid</b> #0d8583 C: 85 R: 13 M: 30 G: 133 Y: 50 B: 131 K: 5	<b>Charming Nature</b> #0db14b C: 80 R: 13 M: 0 G: 177 Y: 100 B: 75 K: 0	<b>Miami Marmalade</b> #f7941d C: 0 R: 247 M: 50 G: 148 Y: 100 B: 29 K: 0	<b>Paradise Pink</b> #e44061 C: 5 R: 228 M: 90 G: 64 Y: 50 B: 97 K: 0
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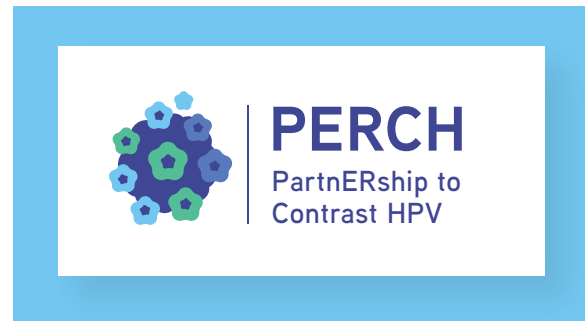
## 06 LOGOTYPE BACKGROUNDS

WHEN WE HAVE A WHITE BACK-  
GROUND WE ALWAYS USE BASIC  
LOGOTYPE IN COLORS. WHITE IS  
PRIMARY CHOICE FOR A LOGOTYPE  
BACKGROUND. IT'S A NEUTRAL  
COLOR THAT GIVES OFF VIBES OF  
PEACE, POWER, CLARITY AND GOOD-  
WILL. WHEN WE HAVE A COLOURED  
BACKGROUNDS WE USE LOGOTYPE IN  
WHITE COLOR.

The examples on right demonstrate how  
the color variations of the logotype should  
be used. **The logo should always appear  
on a solid background and never on top  
of a photograph or pattern.**

Logo placed on colour background should  
be in white color.

Smart solution how to use logotype in  
colors on coloured backgrounds is also to  
place it inside the white box and then  
place it on color background.

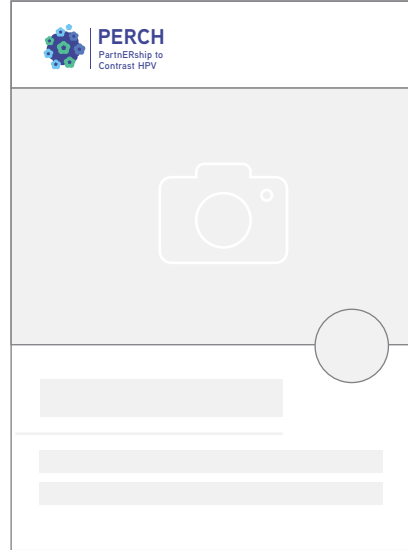


# 07 MODULAR GRID

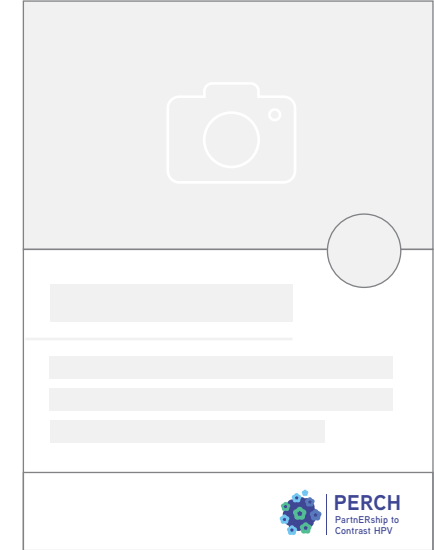
When creating compositions we use basic suggested modules. Those should be created with either rectangular or square models. That depends by what content we need to communicate.

The layouts on the right show examples of the content and the basic structures.

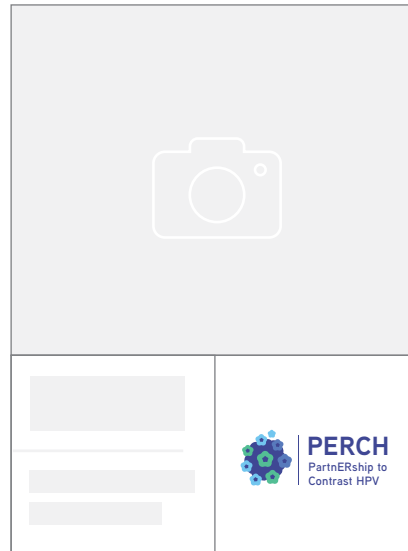
Layout Module 01



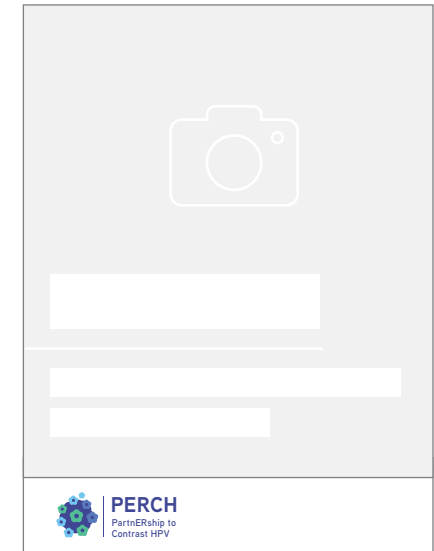
Layout Module 02



Layout Module 03



Layout Module 04



## 08 USING PHOTOGRAPHY

DIFFERENT APPLICATIONS WILL CALL DIFFERENT TYPES OF PHOTOGRAPHY. WE CAN USE ANY SHOTS THAT ARE RELATED WITH THE REPRESENTING THEME.

Use of the photo filter method for creating overlays (use primary and secondary colors from corporate palette) is a great way to customise the photo material even more.

If photography overall colour palette is very different from corporate palette there are two great options to adjust it to corporate palette look:  
use black and white photography  
or overlie it with color filters.

Photo Credit: iStock by Getty Images

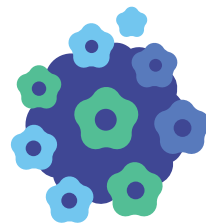
Original photography in colors



Original photography black and white



Original photography overlaid with corporate purple color filter



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# 09 VISUAL COMMUNICATIONS

This page shows the principles for setting text within a document such as a poster, brochure or leaflet. Type should be left aligned and ragged right. The examples on right show how type should be used for headlines and body and should be divided by line.

Headlines Aaux Next SemiBold

Body Aaux Next Medium

Layout Module 02 - teal color



**LOREM IPSUM  
LOREM IPSUM DOLOR SIT**

LOREM IPSUM DOLOR SIT AMET,  
consectetur adipiscing elit, sed diam  
nonummy nibh euismod



Layout Module 02 - purple color



**LOREM IPSUM  
LOREM IPSUM DOLOR SIT**

LOREM IPSUM DOLOR SIT AMET,  
consectetur adipiscing elit, sed diam  
nonummy nibh euismod





# 10 NEWSLETTER

December 2022

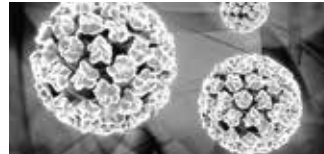


### Lorem ipsum dolor sit amet

By ipsum dolor

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[READ MORE](#)



### Lorem ipsum dolor sit amet

By ipsum dolor

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### Lorem ipsum dolor sit amet

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## FACTS



In 2020, in Europe, there were **58,169** cervical cancer cases and **25,989** deaths.

**Incidence and mortality rates vary widely across Europe**, with age-standardized incidence rates ranging from less than 5 cases per 100,000 women to above 25 cases per 100,000 women and age-standardised mortality rates from 1 death per 100,000 women to 10 deaths per 100,000 women.

*Source: Global Cancer Observatory (GCO)*

## HPV vaccination coverages vary considerably across Europe



Cervical cancer can be prevented by the HPV vaccination, however HPV vaccination coverages vary considerably across Europe from less than 5% to more than 90%.

*Source: WHO/UNICEF Joint Reporting Form on Immunization (JRF)*

Closing the gap in HPV vaccination coverage across Europe today means closing the gap in unacceptable differences in the cervical cancer burden across Europe tomorrow.

## The General Objective of PERCH

is to contribute to the implementation of Europe's Beating Cancer Plan, which aims to support Member States' efforts to extend the roll-out of routine HPV vaccination of girls and boys to eliminate cervical cancer and other cancers caused by HPV in the coming decade.

## PERCH objectives:

1. Improve capacities of Member States to plan and implement HPV vaccination campaigns by sharing knowledge and experience.
2. Improve data and monitoring system on HPV vaccination and HPV screening.
3. Improve knowledge and awareness on HPV-related disease and prevention in specific target groups (adolescent girls and boys).
4. Improve knowledge and abilities for healthcare professionals in HPV vaccine communication.

PERCH will contribute to achieve the first objective of the "90-70-90" WHO cervical cancer elimination strategy, of reaching at least 90% of HPV vaccine coverage among girls by the age of 15 years.



# PERCH

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**18 European countries and 34 partner organisations working together to increase HPV vaccination coverage specially in regions with low coverage and to optimize data collection to monitor HPV vaccination coverage and the impact of vaccination.**

Granting authority: European Health and Digital Executive Agency (HaDEA) under the powers delegated by the European Commission

Project duration: 30 months  
1 November 2022 - 30 April 2025



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## PERCH work packages (WP)

### WP1

**Project Management and Coordination:** aims to ensure well-coordinated governance and management of the Joint Action (JA).

### WP2

**Communication and Dissemination:** aims to ensure well coordinated communication in each stage of the JA and to maximise the dissemination of the JA's efforts and results.

### WP3

**Evaluation:** aims to monitor and evaluate the progress of the JA and to assure that the JA accomplishes its established objectives.

### WP4

**Integration and Sustainability:** aims to frame the conditions to be fulfilled in order to reach or maintain high HPV vaccination coverage.

### WP5

**Monitoring:** aims to describe how HPV vaccination is currently monitored and to propose common data collection systems to improve the monitoring of population coverage and the impact of HPV vaccination.

### WP6

**Improving Knowledge and Awareness to Increase Vaccine Uptake in Target Communities:** aims to support Member States to increase knowledge and awareness on HPV-related disease and prevention in adolescent girls and boys.

### WP7

**Training and Support in Vaccine Communication for healthcare professionals:** aims to provide support to healthcare professionals in terms of communication training to facilitate communication with teenagers and their parents about HPV vaccines in order to promote HPV vaccine confidence.



## PERCH PARTNERS Competent authorities:

- Italy (coordinator), Istituto Superiore di Sanità (ISS)
- Belgium, Sciensano, Belgian Cancer Centre (SCC)
- Croatia, Croatian Institute of Public Health (CIPH)
- Czech Republic, Institute of Health Information and Statistics of the Czech Republic (UZIS)
- Estonia, National Institute for Health Development (NIHD)
- France, French National Cancer Institute (INCa)
- Germany, Federal Centre for Health Education (BZgA)
- Greece, 1st Regional Health Authority of Attica (1st YPE)
- Hungary, National Public Health Center (NPHC)
- Lithuania, National Public Health Center under The Ministry of Health of the Republic of Lithuania (NVSC)
- Norway, Norwegian Institute of Public Health (NIPH)
- Poland, National Institute of Public Health – National Research Institute (NIPH NIH – NRI)
- Romania, National Institute of Public Health (INSPI)/(NIPH)
- Slovak Republic, Ministry of Health of the Slovak Republic (SK MoH)
- Slovenia, Institute of Oncology Ljubljana (IOL)
- Spain, Institut Català d'Oncologia (ICO)
- Sweden, Public Health Agency of Sweden (PHAS)

## Affiliated entities:

- Italy, Università Cattolica del Sacro Cuore (UCSC)
- Italy, University of Padova (UNIPD)
- Italy, Centro di Riferimento Oncologico di Aviano (CRO Aviano)
- Italy, Local Health Authority Research Hospital Reggio Emilia (AUSL RE-IRCCS)
- Italy, Interdepartmental Center for Research Ethics and Integrity of National Research Council (CNR - CID Ethics)
- Italy, Oncologic network, prevention and research Institute (ISPRO)
- Italy, University of Florence (UNIFI)
- Italy, Ministry of Health (IT-MoH)
- Estonia, Terviseamet / Health Board (HB)
- France, École des hautes études en santé publique (EHESP)
- Germany, Robert Koch Institute (RKI)
- Slovenia, National Institute of Public Health (NIJZ)
- Spain, Fundació Institut d'Investigació Biomèdica de Bellvitge (IDIBELL)
- Sweden, Karolinska Institutet (KI)

## Associated partners:

- Ireland, HSE National Immunisation Office (NIO)
- Greece, Andreas Syggros Hospital for skin and Venereal Diseases (ASH)
- Greece, Alexandra General Hospital (AH)

34  
partners

18  
countries



## Contacts:

### Project management team:

Istituto Superiore di Sanità (ISS), Italy

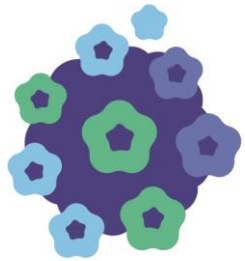
### Dissemination team:

Institute of Oncology Ljubljana, Slovenia  
[perchWP2@onko-i.si](mailto:perchWP2@onko-i.si)

### Official website:

[www.iss.it/perch](http://www.iss.it/perch)

[@HPVprojectPERCH](https://twitter.com/HPVprojectPERCH)



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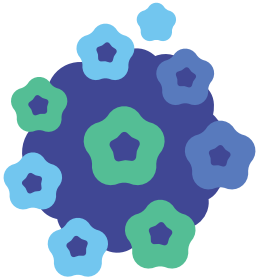
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**Place for text**

**Event  
Date**



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